

We Choose Health

Illinois Community Transformation Grant
Presentation to
Health Reform Implementation Council
August 28, 2012

We Choose Health

Presentation Overview

1. What is *We Choose Health*?
2. Background and Significance
3. Target Area and Key Objectives
4. Statewide Strategies
5. Community Strategies
6. How to Become Involved
7. Resources

What is *We Choose Health*?

- A comprehensive, statewide initiative to transform communities and reduce the burden of chronic disease
- Goal: use evidence- and practice-based approaches to create sustainable change in communities to support healthy living, prevent chronic disease and improve health outcomes
- Aligns with SHIP, Healthy People 2020, National Prevention Strategy, and long-term goals of the National Center for Chronic Disease Prevention and Health Promotion

We Choose Health

We Choose Health is IDPH's Community Transformation Grant (CTG)

- Administered by the Centers for Disease Control and Prevention
- Funded by the Public Health and Prevention Fund established by the Affordable Care Act

CDC awarded IDPH \$4.8 million each year for 5 years

- September 2011- 2016

Implementation Grant:

- All grant monies must be used for implementation of five strategic areas
- \$3.5 million (73%) has been awarded to community coalitions to implement initiatives at the local level

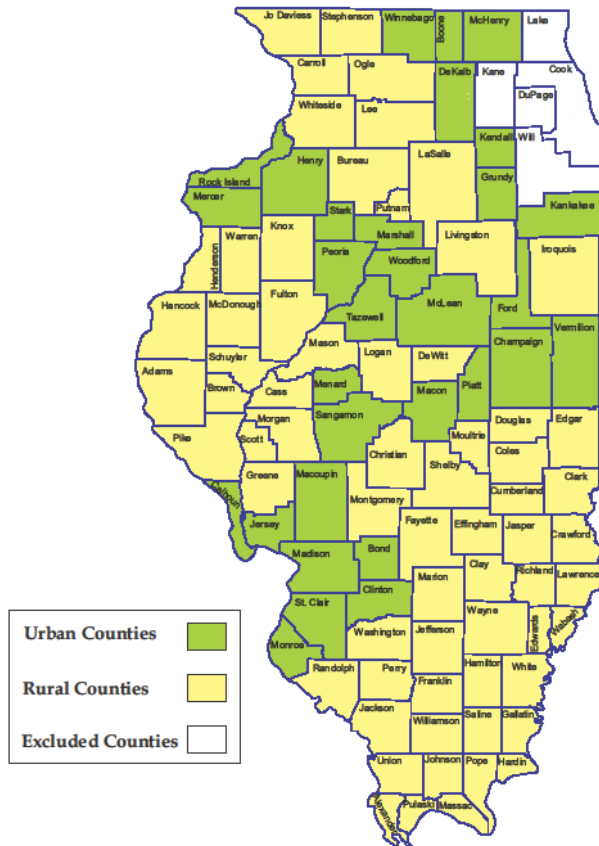
Why is *We Choose Health* Important to All of Illinois?

- Community prevention is the centerpiece of a strong public health system
- The Community Transformation Grant (CTG) program represents a critical opportunity to implement, evaluate, and disseminate evidence-based community preventive health activities to reduce chronic disease and address racial and ethnic disparities
- Investing just \$10 per person per year in proven community-based programs to increase physical activity, improve nutrition, and prevent smoking and other tobacco use, could save the country more than \$16 billion annually within five years

Excerpted from Trust for America's Health at healthyamericans.org

We Choose Health : Target Area

Target Area for the Illinois Department of Public Health's Community Transformation Grant



- Funded area covered is State of Illinois excluding the 5 largest counties of Lake, Cook, Will, Kane, and DuPage
 - Policy interventions will impact entire state
 - Two state-wide initiatives
 - Eight initiatives at the local level

We Choose Health Objectives

- **Reach** - to impact as large a population as possible
- **Health Equity** - improving the level of health equity in communities, to support low income and vulnerable populations sustain healthier lifestyles through improve access to healthy environments
- **Sustainability** - ensure that the work done during the funded period can be sustained after the funding is concluded
- **Evaluation** - thoroughly evaluate the work we are doing and build the evidence base with the implementation of the targeted interventions

Statewide Implementation

Healthy Child Care

- Implementing the Nutrition and Physical Activity Self Assessment for Child Care (NAP SACC) through the Child Resource and Referral Network

Healthy Hearts

- Healthy Hearts is an initiative to support providers' prevention efforts by integrating data exchange and analysis tools.

Healthy Child Care

What is it?

- NAP SACC is an evidence-based intervention designed to enhance child care by improving the:
 - Nutritional quality of food served
 - Amount and quality of physical activity
 - Staff-child interactions
 - Other related environmental characteristics of the facility
- NAP SACC intervention training will be implemented in all local child care resource and referral centers in Illinois
 - Project will be part of a larger effort to embed nutrition and physical activity best practices in Illinois' early child care and education programs

Healthy Hearts: Implementation

- The Department will engage community based health centers and their communities in designing and utilizing prevention interventions.
- Healthy Hearts will be piloted at 4 selected clinics and expanded statewide in later years.

Activities will include:

- Work with FQHC's to implement a dashboard which will identify performance in prevention and also provide tools for quality improvement.
- Extend the "Public Health Node" and integrate it with "PopHealth" to permit population-based surveillance of chronic diseases, preventive health services and other metrics.

WCH at the Community Level

21 grantees have been awarded funding through a competitive process, to implement a selection of WCH strategies

Grantees cover 60 Illinois counties and impact an estimated 3 million people.



Organization	Counties Served	Amount
Bureau County Health Dept.	Bureau, Putnam	\$74,388
Champaign-Urbana Public Health District	Champaign	\$221,922
Clinton County Health Dept.	Bond, Clay, Clinton, Crawford, Edwards, Effingham, Fayette, Jasper, Jefferson, Lawrence, Marion, Wabash, Washington, Wayne	\$300,000
DeKalb County Health Dept	DeKalb	\$112,889
Franklin-Williamson Bi-County Health Dept.	Franklin, Gallatin, Hamilton, Saline, White, Williamson	\$184,547
Henry County Health Dept.	Henry, Stark	\$56,480
Jackson County Health Dept.	Alexander, Hardin, Jackson, Johnson, Massac, Perry, Pope, Pulaski, Randolph, Union	\$217,584

Organization	Counties Served	Amount
Kendall County Health Dept.	Kendall	\$111,055
Knox County Health Dept.	Fulton, Knox, Mason, McDonough	\$144,279
Logan County Health Dept.	Logan	\$30,000
Macon County Health Dept.	Macon	\$141,301
Madison County Health Dept.	Madison	\$300,000
McHenry County Health Dept.	McHenry	\$298,994
McLean County Health Dept.	McLean	\$200,000

Organization	Counties Served	Amount
Mercer County Health Dept.	Mercer, Henderson, Warren	\$54,999
Moultrie County Health Dept.	Moultrie	\$15,000
Provena United Samaritans Medical Center	Vermilion County	\$44,814
Rock Island County Health Dept.	Rock Island	\$144,186
St. Clair County Health Dept.	St. Clair	\$300,000
Whiteside County Health Dept.	Whiteside, Lee, Ogle, Stephenson, Carroll	\$210,000
Winnebago County Health Dept.	Winnebago, Boone	\$296,472

WCH at the Community Level

Local coalitions consisting of community organizations, local health departments, school districts, municipalities, chambers of commerce, hospitals and health providers will receive funding to work with communities to implement proactive health programs that fall under three categories.



Strategies Implemented at the Community Level

Smoke Free Living

- Smoke Free Outdoor Spaces
- Smoke Free Multi Unit Housing

Healthy Eating and Active Living (HEAL)

- Baby Friendly Hospitals
- Coordinated School Health (CSH)
- Worksite Wellness

Healthy and Safe Built Environment

- Complete Streets
- Safe Routes to School
- Joint Use Agreements

Smoke-Free Outdoor Spaces

What is it?

- A local expansion of the Smoke-Free Illinois Act (2008)
- Covers new areas such as:
 - Worksite campuses
 - Institutions of higher education outdoor spaces
 - State and local parks
 - Beaches

What are the Benefits?

- Decrease exposure to secondhand smoke
- Increase encouragement for smokers to quit
- Decrease litter from cigarette butts
- Direct health care costs may be reduced

Smoke-Free Multi-Unit Housing

What is it?

- A strategy to reduce residents' exposure to secondhand smoke in multi-unit housing
- Empowering housing managers, housing authorities, and property owners to enforce the smoke-free strategies

What are the Benefits?

- Decrease secondhand smoke exposure
- Decrease risks of:
 - Heart attacks
 - Stroke
 - Lung cancer
 - Asthma
- Lower fire risks and related insurance costs

Coordinated School Health

What is it?

CSH is an integrated approach to improving health in communities by utilizing school infrastructure to provide comprehensive wellness strategies for students, staff and community members.

8 Components of CSH

- Health Education
- Physical Education
- Health Services
- Nutrition Services
- Counseling, Psychological, and Social Services
- Healthy and Safe School Environment
- Health Promotion for Staff
- Family/Community Involvement

What are the Benefits?

- Improve in students and staff health status
- Increase grade point average (Hawkins et. al, 1999)
- Increase adoption of healthy behaviors (Physical activity and SEL)
- Decrease student and staff absenteeism

Baby-Friendly Hospitals

What is it?

A World Health Organization evidence based strategy to improve hospital support of breastfeeding mothers.

Breast feeding has been shown to have many benefits for babies and mothers such as a lower risk of type 2 diabetes.



What are the Benefits?

Families

- Increase breastfeeding initiation
- Decrease in childhood obesity (Arenz et. al and Owens et. al)

Hospitals

- Provide quality healthcare service
- Designation may increase attraction to expecting moms

Community

- Increase understanding of the value of breastfeeding

Worksite Wellness

What is it?

Supportive worksite policy that provides all employees the opportunity to be physically active, live tobacco-free, and eat healthy foods.

Possible activities:

- Creating a conducive environment for biking to work
- Increasing healthier food options in cafeterias and vending machines
- Eliminating occupational hazards

What are the Benefits?

Both employees and employers can benefit

- Increasing productivity and performance
- Decreasing the number of workers who suffer from chronic diseases
- Decreasing the rates of absenteeism
- Decreasing healthcare costs

Safe Routes to School

What is it?

- Strategy to make active transportation such as walking and biking, safe and attractive ways for children to travel to and from school
- Schools strategically engage with community to systematically address ways in which students can get to school using active transportation
- Implementation will include:
 - Conducting needs analysis
 - Forming school travel plan
 - Safety, including anti-violence, support and education

What are the Benefits?

- Communities
 - Improved access, walkability
 - Promote active, healthy living among youths
 - Improvement in environmental health and safety

Complete Streets

What is it?

- Planning policy approach that addresses the needs of all commuters in design of community streets
- Policies that will ensure safe and accessible transportation projects for drivers, transit users, pedestrians and bicyclists

What are the Benefits?

- Safer environment to encourage and enable active transportation
- New transportation options for persons with mobility issues
- Improvement in environmental health and safety
- Improve street connectivity, multi-modal transportation
- Attract new businesses catering to increased pedestrian, bicycle traffic

Joint Use Agreements

What is it?

- Facilitates sharing of public property or facilities among government entities or in public-private partnerships

Examples:

- Use of school athletic grounds by community sports leagues on evenings and weekends
- Opening playgrounds for local day-care providers during periods when not in use by students

What are the Benefits?

- Schools
 - Greater variety of activities
 - Potential for revenue
 - Increased community involvement
- Communities
 - Low cost- increased accessed to facilities
 - Saving funds, preserving land
 - Improving access, walkability
 - Encourage healthy behaviors
- Other
 - Expanding services and programs
 - Saving money by using existing assets
 - Including schools in partnerships

We Choose Health Workgroups

Informal workgroups dedicated to specific WCH activities

Who serves on WCH workgroups?

- Any person who wants to be involved in the specific areas
- External Lead
- IDPH Staff Lead

We Choose Health Workgroups

What are the WCH Workgroups?

1. Breastfeeding
2. Worksite Wellness
3. Coordinated School Health
4. Tobacco-Free living
5. Built Environment
6. Healthy Hearts

We Choose Health Workgroups

What will Workgroups Do?

Engage community partners

Provide a forum to align policy and programs statewide

Assess new and emerging trends and evidence

Share best practices to ensure accountability and evaluation

To join a workgroup send an email to

Dph.WeChooseHealth@Illinois.gov and use subject
“WCH workgroup”

Important Resources

- We Choose Health website
www.WeChooseHealth.Illinois.gov
Check out the resource page: [WCH Resource Page](#)
- Project Manager: Leticia Reyes-Nash
Email: Dph.WeChooseHealth@Illinois.gov
- Workgroups
Email: Dph.WeChooseHealth@Illinois.gov
subject "WCH workgroup"

